AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended)   A method of tracking information provided to a computer system from an advertisement database and associated server, the method comprising:

    providing an identifier unique to the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;

    the database associating the identifier with information specific to a computer user associated with the computer system;

    the computer user establishing a web connection with the server and transmitting the identifier to the database;

    in response, the database transmitting a specific advertisement to the identified computer system; ~~and~~

    the database tracking each advertisement transmitted to the identified computer system ~~for monitoring advertising revenue generated by the user.~~; and

    the database determining options and incentives available to the computer user associated with the unique identifier.

2. (Cancelled).

3. (Cancelled).

4. (Previously Presented) The method of Claim 1 further comprising:
    the server hosting advertisements and informational data.

5.   (Previously Presented) The method of Claim 1 further comprising:

the database searching and locating advertisements that match criteria provided
        by the computer user during a querying procedure.

6.   (Previously Presented) The method of Claim 5 wherein if no matching criteria is
found, the database transmitting one of generic advertisements and no
advertisements.

7.   (Previously Presented) The method of Claim 5 wherein the database checks for
the identifier.

8.   (Previously Presented) The method of Claim 1 wherein the identifier is one of a
system code, a system code stored in nonvolatile memory, a unique ID from a
microprocessor, a unique ID from a peripheral device and a unique identifier
stored on a hard drive.

9.   (Currently Amended) The method of Claim 1 wherein information ~~unique~~
specific to the computer user includes one of incentives, bonuses and discounts
on a plurality of goods.

10.   (Cancelled).

11.   (Cancelled).

12.   (Cancelled).

13.   (Cancelled).

14.   (Cancelled).

15.   (Cancelled).

16.   (Cancelled).

17.   (Cancelled).

18.   (Cancelled).

19.   (Cancelled).

20.   (Cancelled).

21.   (Cancelled).

22.   (Cancelled).

23.   (Cancelled).

24.   (Cancelled).

25.   (Cancelled).

26.   (Currently Amended) A method for tracking information to a computer system
from a server comprising:

providing an identifier unique to the computer system;

providing a database associating the identifier with information specific to a
computer user;

the server receiving a request for an advertisement from the computer user;

the user transmitting the identifier to the database via a web connection;

in response, the database transmitting a specific advertisement to the user; ~~and~~

the database tracking each advertisement transmitted to the ~~user for monitoring
advertising revenue generated by the user~~ identified computer system;
and~~.~~

the database determining options and incentives available to the computer user
associated with the unique identifier.